Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (Currently Amended) A system for managing identity information in a merged content portion, comprising:

an identity storage that stores identity information including content elements and style sheet information, associated with a ~~client~~ plurality of referring clients and a user;

a client and user determining circuit that determines a first object representing a sending client and a user of a received request for information from an information provider;

a skeleton/virtual content determining circuit that determines which of the stored identity information and the style sheet information correspond to the client and the user to create a skeleton/virtual content ~~record;~~record based on determined stored identity information and style sheet information;

an input/output circuit that requests and receives the information from the information provider; and

a merging circuit that determines ~~a merged~~ the merged content portion based on ~~received~~ the information received from the information provider and the created skeleton/virtual content record ~~associated with at least one of the client and the user to render~~ and merges the merged content portion into the created skeleton/virtual content record to create a second object different from the first object, the created second object is outputted to the sending client and the user to maintain a look and feel of a client website.

2.   (Original) The system of claim 1, wherein the identity storage comprises identity content element storage and identity presentation information storage.

3. (Original) The system of claim 1, wherein the client and user determining circuit determines at least one of a client identification and a user identification based on at least one of internet protocol address information, session identifier information, name pairs and value pairs.

4. (Previously Presented) The system of claim 1, wherein the merged content portion is stored using at least one of an electronic medium, a printed medium and a paper medium.

5. (Previously Presented) The system of claim 1, wherein the merged content portion is at least one of an interactive electronic text, a printed text, an audio book and a video book.

6. (Currently Amended) A method for managing identity information, comprising:

receiving an information request from at least one of a client and a user;

determining <u>an object representing</u> at least one of the client and the user associated with the information request;

receiving the requested information from an information provider;

determining identity information from ~~stored~~ identity information <u>stored in a repository</u> that includes content elements and style sheet information, based on the at least one of the client and user;

creating a skeleton/virtual content record based on the <u>determined</u> identity information ~~and the style~~ <u>and style</u> sheet information;

determining a merged content portion based on the received information and the skeleton/virtual content record; ~~and~~

~~outputting~~ merging the merged content portion into the skeleton/virtual content record to create a second object different from the first object; and outputting the second object to the sending client and the user to maintain a look and feel of a client website.

7.   (Original) The method of claim 6, wherein the stored identity information comprises at least one of identity content element information and identity presentation information.

8.   (Previously Presented) The method of claim 6, wherein determining the client and user identity information is based on at least one of internet protocol address information, session identifier information, name pairs and value pairs.

9.   (Original) The method of claim 6, wherein determining the merged content portions produces at least one of an interactive text, a printed text, an audio book and a video book.

10.   (Previously Presented) The method of claim 7, further comprising storing the merged content portions on at least one of electronic media, printed media and a paper media.

11.   (Currently Amended) A computer readable storage medium, comprising:

computer readable program code embodied on said computer readable storage medium, said computer readable program code usable to program a computer to perform a method for managing identity information comprising:

receiving a first object representing an information request from at least one of a client and a user;

determining the client and user associated with the information request;

receiving the information from an information provider;

determining identity information from stored identity information that includes content elements and style sheet information, based on client and user information;

creating a skeleton/virtual content record based on the determined identity

information ~~and the style~~ and style sheet information;

determining a merged content portion based on the information and the

skeleton/virtual content record; ~~and~~

~~outputting~~ merging the merged content portion into the skeleton/virtual

content record to create a second object different from the first object, and outputting the

second object to the sending client and the user to maintain a look and feel of a client website.

12.   (Previously Presented) The computer readable storage medium, comprising

the computer readable program code as in claim 11, wherein the stored identity information

comprises at least one of identity content element information and identity presentation

information.

13.   (Previously Presented) The computer readable storage medium, comprising

the computer readable program code as in claim 11, wherein the client and user information is

determined based on at least one of internet protocol address information, session identifier

information and name and value pairs.

14.   (Previously Presented) The computer readable storage medium, comprising

the computer readable program code as in claim 11, wherein determining the merged content

portions produces at least one of an interactive text, a printed text, an audio book and a video

book.

15.   (Previously Presented) The computer readable storage medium, comprising

the computer readable program code as in claim 11, wherein the merged content portions are

stored on at least one of electronic media, printed media and a paper media.

16.   (Currently Amended) A system for managing identity information in a merged

content portion, comprising:

an identity storage for storing identity information, including content elements and style sheet information, associated with a client and user;

a client and user determining circuit for determining a first object representing the sending client and the user of a received request signal for information from an information provider;

a skeleton/virtual ~~content~~ content for determining circuit that determines which of the stored identity information and the style sheet information correspond to the client and user to create a skeleton/virtual content ~~record;~~record based on the determined stored identity information and the style sheet information;

an input/output circuit for requesting and receiving an information signal from the information provider; ~~and~~

a merging circuit for determining ~~a merged~~the merged content portion based on a received information signal and the skeleton/virtual content record that includes an identity associated with the determined client and user to ~~render~~merge the merged content portion into the skeleton/virtual content record to create a second object different from the first object, and the second object is outputted to the sending client and the user to maintain a look and feel of a client website.

17. (Original) The system of claim 16, wherein the identity storage comprises identity content element storage and identity presentation information storage.

18. (Original) The system of claim 16, wherein the client and user determining circuit determines the client and user identifier based on at least one of internet protocol address information, session identifier information and name and value pairs.

19. (Previously Presented) The system of claim 16, wherein the merged content portion is stored on at least one of an electronic media, a printed media and a paper media.

20. (Previously Presented) The system of claim 16, wherein the merged content portion is at least one of an interactive electronic text, a printed text, an audio book and a video book.

21. (Currently Amended) A computer program product for managing identity information comprising a device for executing the control program, the device couplable to an identity storage that stores identity information associated with a client and user, the program code comprising:

program code for receiving a first object representing an information request from at least one of a client and a user;

program code for determining at least one of a client and a user associated with the information request;

program code for receiving the requested information from the information provider;

program code for determining identity information from stored identity information that includes content elements and style sheet information, based on the determined client and user information;

program code for creating a skeleton/virtual content record based on the determined identity information and the style and style sheet information;

program code for determining a merged content portion based on the information and the skeleton/virtual content record; and

program code for outputting merging the merged content portion into the skeleton/virtual content record to create a second object different from the first object, and a program code for outputting the second object to the client and the user to maintain a look and feel of a client website.

22.　(Currently Amended)　A method for managing the look and feel of a web site, comprising:

receiving a first object representing an information request from a user;

determining an identity of a client associated with the information request;

determining content elements and presentation elements associated with the ~~client;~~client from an identity storage repository;

retrieving the requested information from an information provider;

creating a skeleton/virtual content record based on the content elements and the presentation elements of the client;

merging the retrieved requested information and the ~~virtual~~ skeleton/virtual content record to create a second object representing a document consistent with the content elements and presentation elements associated with the client; and

outputting the document to the user.